



Missouri Department of Health and Senior Services

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Jane Drummond
Director



Matt Blunt
Governor

February 1, 2008

To Cereal Applicants:

This is to notify you of the **NEW** selection criteria for breakfast cereals that will be used for the Missouri WIC Approved Food List – Effective October 1, 2008 through September 30, 2011.

The new selection criteria are to comply with the Interim Final Rule Revising the WIC Food Packages, which were issued by the United State Department of Agriculture (USDA) on December 5, 2007. The new cereal specifications were described in Table 4 (Page 68992) - in the Federal Register: December 6, 2007 (Volume 72, Number 234). The entire Interim Final Rule is located at the following website:

<http://www.fns.usda.gov/wic/regspublished/foodpackages-interimrule.htm>

I. Attachments

The following items are attached to this notification letter:

1. Food Selection Criteria Policy ER# 2.06700 (01/15/08 version)
2. Breakfast Cereal Application Form - Cold Cereal
3. Breakfast Cereal Application Form - Hot Cereal
4. Guidelines for the Missouri WIC Cereal Application

II. New Breakfast Cereal Specifications - Category I and Category II

There are two categories: Category I and Category II for breakfast cereals. Please see the application forms and the guidelines.

III. Application Deadline

The application must be **postmarked no later than February 29, 2008.**

- If you have submitted your applications already, please contact Takako Tagami at Takako.Tagami@dhss.mo.gov.
- If you are a wholesaler, grocery store, or distributor, please contact your manufacturers to complete forms as necessary.

Failure to comply with the instructions below will result in disqualification and the products will **not** be reviewed. Please read the guidelines carefully. If you have any questions, please contact Takako Tagami at 1-573-751-6180 or e-mail Takako.Tagami@dhss.mo.gov.

Sincerely,

Lyn C. Konstant, Ph.D., R.D., L.D.
Chief, WIC and Nutrition Services

www.dhss.mo.gov

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